

CHAPTER I

INTRODUCTION

A. Background of the Study

The content in mass media is essentially a form a compilation of realities of events which configure them as a meaningful discourse. Media, as a channel of communication, wraps the process of messages and forms. This process is an event which has a particular meaning for the audience. In the process of packaging the message, the media can choose facts to include or to be thrown into the news text. Furthermore, in making the news, the media uses symbol or a particular label to describe an event. This is what ultimately will determine the picture or image which is formed in the audiences mind about an event.

Discourse is a complete linguistic printer about communication event. Those communications can be used in verbal language and written language (Samsuri, 1988: 1). Discourse has transactional characters, the important things to be concerned is the contents of communication, but it has interaction characters if it's considering on riversides communication. Transactional verbal discourse is formed in speech, declamation, or talk, etc. Interaction verbal discourse shows in conversation, debate, question, and answer (in court or police station etc). Written transactional discourse is formed in instruction, advertisement letters, story, essay, paper, thesis, etc. Written interaction discourse concerns with polemic, two peoples lettering.

Those several discourses view above speak out more about the function of language uses in communication. There are some criteria as a qualification that must fulfill discourse. That will be easy for the readers to understand what exactly meant by discourse. These criteria are discourse understanding, discourse function, and kinds of discourse including the examples.

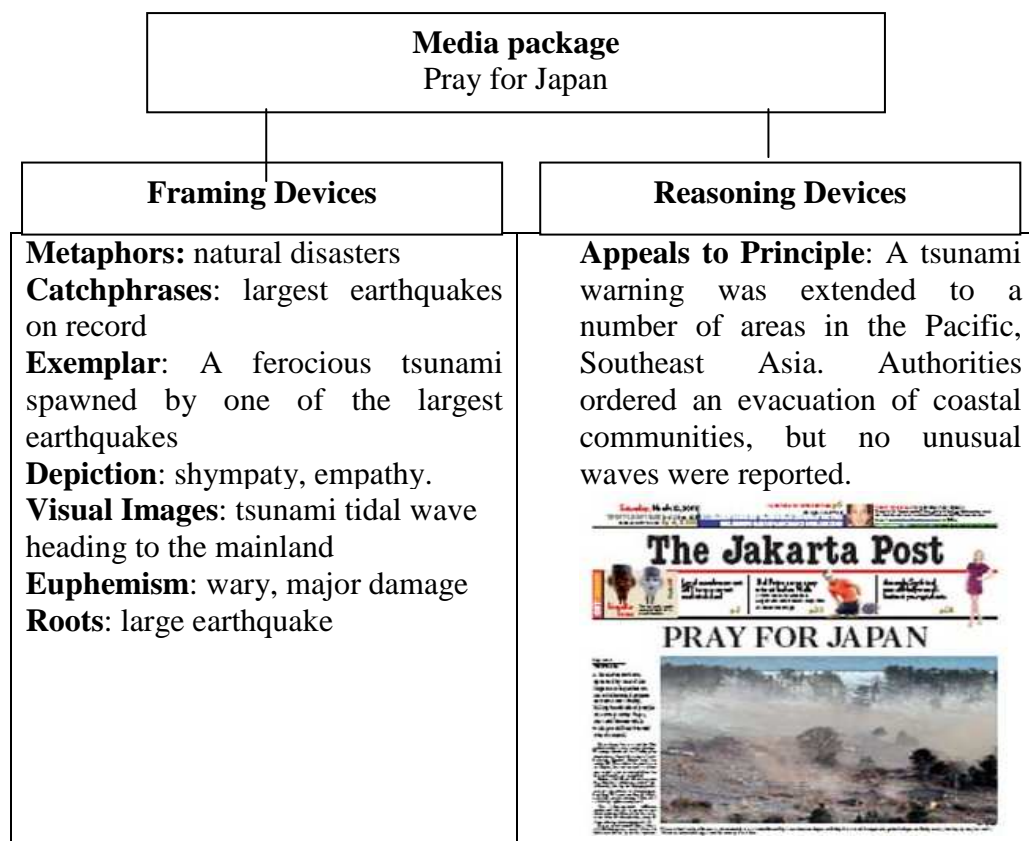
There is newest version of discourse analysis approach, especially in analyzing text of media, namely the framing analysis. In the beginning, framing is translated as conceptual structure or pairs of trust organizing political issues, policy, and discourse it also prepares standard categories to appreciate the reality (Sudibyo: 1999a: 23). Lately framing concept has been used in large size in literatures communication to describe selection process and picturing special aspect of reality by media.

In the field of communication study, the framing analysis represents the tradition that emerges an approached or multidiscipline perspective to analyze phenomena or communication activities. A concept about framing or frames has been borrowed from cognitive sciences (psychology). In practice, the framing analysis also will open chances for implementations of sociology, politic, and culture concepts to appreciate phenomena communications. Those kinds of phenomena can be appreciated and analyzed based on sociological contexts, political or cultural contexts (Sudibyo, 1999b: 176).

Framing is used for media highlight and it is emphasized on certain aspects according to the interests of the media (Kriyantono, 2006: 252). In

framing, there are certain parts that are more important aside the other part by Ignacio Ramoent called as a sealing effect. It is intended for news becoming more meaningful, interesting and memorable audience in the interpretation and public perception according to the frame that are formed by the media. Purport is an important thing for the audience in understanding a reality. This study attempts to see how the media present a particular event to meet information of audiences need.

The example of the analysis using frame theory is on *The Jakarta Post* edition 12 on March 2011: Pray for Japan



Gamson in Sobur (2001: 162) argued that in communication perspective, framing has been used to surgery the ways of media when

constructing the fact. This analysis is more meaningful, more interesting, move essence and more recognizing to drive public interpretation matched with their perspective. In other words, frame is an approach to understand how perspective how the way of views used by journalist, writer and, addresser when they select issues and the news, writing and, message. That perspective or way of views, finally will distinguish what the fact chosen, which part that will be salience or erased, than to where the news willing to proceed. By these causes, news becomes very manipulative and purposes to dominate subject existences as something that more legitimately, objectively, natural, normal or difficult to avoid (Imawan, 2000: 66).

Abrar (2000: 73) argued that there are 4 techniques framing the news used by journalist, as follows:

1. Cognitive dissonance (disharmony of position and characteristics)
2. Empathy (forming “visual personal”)
3. Packing (charm magnitude employ hopeless)
4. Association (combining condition, policy, and actual with focus of news)

According to the Indonesia Press of Encyclopedia (1991: 108) what is meant by opinion, public opinion, or public views is shape of unity (synthesis) of a lot of arguments, that more and less should be supported by many people whether they agree or not. It strings in the form of emotion and feeling, which can change and appear from social discourses.

In Journalistic, mentioning significance opinion related with articles arranged of prose in the mass media that discuss basic problem directly. From the manner of form, articles of writing are like essay.

Although actually it is not essay, because its characteristic is non individual and it is wide. Articles do not give attention enough on the beauty of language and form. Its large variation has a meaning to extend far their enough the idea and the fact with purpose to convince, coax, entertain the readers. By this condition we are able to have possibility to make framing analysis form the certain opinion from mass media, which focuses on selecting strategies, salience and meaning connection into writing news in order to have more meaning, more interesting, more essences or more memorizing to drive in public interpretation suitable with they perspective.

This point of view in the final steps will organize what the fact must be taken, which part should be erased also to what condition/way the writing/news are willing to proceed.

The problems above met by the writer when he read newspaper that the relation between the sign system with newspaper leads may affect the meaning. To solve those problems the writer wants to do an analysis of newspaper leads on *The Jakarta Post* newspaper used discourse analysis approach entitled: **“A DISCOURSE ANALYSIS OF NEWSPAPER LEADS ON *THE JAKARTA POST* USING FRAME THEORY.”**

B. Previous Study

The first previous research was done by Kuswandari (UMS, 2007) entitled *An Analysis of Narrative Discourse of the Language Used in Different Pond Different Fish Column of Kanguru Magazine*. The research analyses focus on Narrative discourse and linguistic element especially in cohesion and coherence. Different Pond Different Fish column of Kanguru Magazine contain of part of cohesion such as ellipsis, reference etc.

The second previous study research was carried out by Purnasari (UMS, 2007). Her research paper is entitled *A Discourse Analysis of "Yours Letters" in The Jakarta Post Newspaper*. She analyzed a rubric of your letters using deixis and finding out deixis devices used in discourse "Your Letters" in the Jakarta Post newspaper. Your Letters in the Jakarta Post Newspaper include finding out deixis devices like introduction of the letter, contend, and enclose of the letter.

In this research the writer wants to analyze the newspaper leads on *The Jakarta Post* newspaper used discourse analytic approach. Well based on the above previous study the writer wants to elaborate part of cohesion within in *The Jakarta Post*.

C. Problem of the Study

The problem that will be studied in this research is stated as follows:

1. What are the frame elements to configure the discourse of newspaper leads in *The Jakarta Post* newspaper?

2. What are the implied messages of newspaper leads in *The Jakarta Post* newspaper?

D. Objective of the Study

This research is aimed at :

1. Identifying frame elements to configure the discourse of newspaper leads in *The Jakarta Post* newspaper.
2. Describing the implied message of newspaper leads in *The Jakarta Post* newspaper.

E. Limitation of the Study

The writer focuses the problems as follows:

1. The object of researcher in this research are The Jakarta Post newspaper lead published on Wednesday March 14, 2011.
2. To focus the research is on the context meaning system that used in newspaper lead.

F. Benefit of the Study

1. Theoretical benefit
 - a. This study gives contribution to the knowledge of discourse study for language learning.
 - b. This study gives more information about the frame elements of discourse for language teaching.
 - c. This study contributes to linguistics, particularly discourse.
2. Practical benefits

There are some practical benefits:

- a. The results will help the researcher in increasing the linguistic study especially in discourse.
- b. The result will give the information to the readers in increasing the linguistic knowledge especially in discourse.
- c. It can be for the reference for the next researchers.

G. Research Paper Organization

To enable the writer in arranging the research and to make it easy to understand, the writer divides into five chapters, they are as follows:

Chapter I is introduction. It deals with background of the study, previous study, problem of the study, objective of the study, limitation of study, benefit of the study, and research paper organization.

Chapter II is underlying theory that consists of the notion of discourse analysis, the difference among text, discourse, and context, seven criteria for textuality, news elements, and framing analysis.

Chapter III is research method. This chapter proposes of type of the research, object of the study, data and data source, method of collecting data, and techniques for analyzing the data.

Chapter IV is research finding and discussion. This research finding will be divided into (1) The frame elements to configure the discourse of newspaper leads in *The Jakarta Post* newspaper and (2) The intentions of newspaper leads in *The Jakarta Post* newspaper.

Chapter V is conclusion and Suggestion. This chapter presents of the research conclusion and completed by suggestion to make the research better.